

Los Angeles Local Contractors
Reach of Channel Utilization for Federal Fiscal Year 05

Channels utilized for services provided

Reporting Period	October 1, 2004 - March 31, 2005		April 1, 2005 - September 30, 2005		Year Totals	
Activity	Utilized Channel	Percent of Agencies	Utilized Channel	Percent of Agencies	Average Utilized Channel	Average Percent of Agencies
LOCAL CONTRACTS	35	100%	35	100%	35	100%
CHANNELS						
Colleges and Universities	6	17%	10	29%	8	23%
Community Based Organizations	17	49%	17	49%	17	49%
Community Clinic	6	17%	5	14%	6	16%
Community Youth Organizations	10	29%	13	37%	12	33%
Faith/Church Sites	10	29%	11	31%	11	30%
Farmers' Markets	7	20%	13	37%	10	29%
Food Closets	2	6%	6	17%	4	11%
Grocery Stores	9	26%	12	34%	11	30%
Healthcare Facilities	4	11%	4	11%	4	11%
Healthy/Head Start	11	31%	10	29%	11	30%
Internet	11	31%	14	40%	13	36%
Parks, Recreation Centers	11	31%	15	43%	13	37%
Preschools	11	31%	12	34%	12	33%
Print Media	19	54%	24	69%	22	61%
Public Health Department	5	14%	7	20%	6	17%
Radio	7	20%	8	23%	8	21%
Restaurants	2	6%	2	6%	2	6%
Schools	25	71%	25	71%	25	71%
Senior Centers	4	11%	4	11%	4	11%
Soup Kitchens	3	9%	3	9%	3	9%
Television	9	26%	10	29%	10	27%
Tribal Organizations	6	17%	0	0%	3	9%
WIC Sites	7	20%	7	20%	7	20%
Worksites	4	11%	7	20%	6	16%
Other	19	54%	21	60%	20	57%
LOCAL TOTALS						

Los Angeles Local Contractors
Reach of Media Advertising Efforts for Federal Fiscal Year 05

Advertising includes any paid or public service placement that has a commercial look and does not contain editorial material. It includes PSA's for radio, TV, paid news print advertising, and outdoor placements such as billboards and bus wraps.

Reporting Period	October 1, 2004 - March 31, 2005		April 1, 2005 - September 30, 2005		Year Totals	
Type of Advertising	Inputs	Consumer Impressions	Inputs	Consumer Impressions	Total Inputs	Total Consumer Impressions
LOCAL CONTRACTS	35		35			
TV						
paid TV ads	0	0	0	0	0	0
free TV ads	23	0	11	433,750	34	433,750
Radio						
paid radio ads	0	0	1	170,000	1	170,000
free radio ads	0	0	7	0	7	0
Print						
paid ads placed	6	191,000	2	401	8	191,401
Outdoor						
paid ads placed on billboards, bus stops, or other outdoor advertising	1	0	1	3,000	2	3,000
free print ads on kiosks or posters	3	0	2	17,432	5	17,432
LOCAL TOTALS	33	191,000	24	624,583	57	815,583

Consumer Impressions may be duplicated counts

Los Angeles Local Contractors

Reach of Public Relation Efforts for Federal Fiscal Year 05

Public Relations activities are things a program does to generate free news coverage of program activities or issues a program is trying to highlight.

Reporting Period	October 1, 2004 - March 31, 2005		April 1, 2005 - September 30, 2005		Year Totals	
Type of Advertising	Inputs	Consumer Impressions	Inputs	Consumer Impressions	Total Inputs	Total Consumer Impressions
LOCAL CONTRACTS	35		35			
TV						
# Agencies that submitted media alerts or tip sheets to TV	3	n/c	4	n/c	7	n/c
# Media alerts or tip sheets submitted	79	n/c	73	n/c	152	n/c
# Agencies that submitted press releases	6	n/c	3	n/c	9	n/c
# press releases submitted	86	n/c	33	n/c	119	n/c
TV stories aired from releases	3	n/c	4	n/c	7	n/c
Total TV interviews conducted	12	n/c	10	n/c	22	n/c
TV stories from interviews	11	n/c	8	n/c	19	n/c
Total number of TV inputs	200	n/c	135	n/c	335	n/c
Radio						
# Agencies that submitted media alerts or tip sheets to radio	2	n/c	5	n/c	7	n/c
# Media alerts or tip sheets submitted	45	n/c	56	n/c	101	n/c
# Agencies that submitted press releases	5	n/c	2	n/c	7	n/c
# Press releases submitted to radio	45	n/c	46	n/c	91	n/c
Radio Stories from releases	0	n/c	7	n/c	7	n/c
Total # radio interviews conducted	3	n/c	9	n/c	12	n/c
Total # radio interviews aired	3	n/c	3	n/c	6	n/c
Total number of radio inputs	103	n/c	128	n/c	231	n/c
Print						
# Agencies that submitted media alerts or tip sheets to newspaper	4	n/c	7	n/c	11	n/c
# Media alerts or tip sheets submitted	50	n/c	98	n/c	148	n/c
# Agencies that submitted press releases	7	n/c	9	n/c	16	n/c
# Press releases submitted to print	90	n/c	60	n/c	150	n/c
Total print stories printed	36	n/c	13	n/c	49	n/c
Interviews with print outlets	25	n/c	13	n/c	38	n/c
Print Stories from interviews	23	n/c	15	n/c	38	n/c
Total number of print inputs	235	n/c	215	n/c	450	n/c
LOCAL TOTALS	538	n/c	478	n/c	1,016	n/c

n/c = not collected

Consumer Impressions may be duplicated counts

Los Angeles Local Contractors
Reach of Media Advocacy Efforts for Federal Fiscal Year 05

Media advocacy describes when media is used to promote a policy agenda. It includes three basic steps: setting the agenda, shaping the debate, and advancing the policy. Media advocacy work has a clear expectation of social change resulting from the efforts.

Reporting Period	October 1, 2004 - March 31, 2005		April 1, 2005 - September 30, 2005		Year Totals	
Type of Advertising	Inputs	Consumer Impressions	Inputs	Consumer Impressions	Total Inputs	Total Consumer Impressions
LOCAL CONTRACTS	35		35			
# Feature Articles Submitted	29	n/c	62	n/c	91	n/c
Total Feature Stories Run	25	n/c	63	n/c	88	n/c
# Letters to Editor Submitted	27	n/c	1	n/c	28	n/c
Total Letters to the Editor Run	15	n/c	1	n/c	16	n/c
Total Editorial Board Meetings Attended	0	n/c	0	n/c	0	n/c
LOCAL TOTALS	96	n/c	127	n/c	223	n/c

n/c = not collected

Consumer Impressions may be duplicated counts

Reach of Sales Promotions Activities for Federal Fiscal Year 05 (Page 1 of 2)

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Reach of Sales Promotions Activities for Federal Fiscal Year 05 (Page 2 of 2)

Reporting Period	October 1, 2004 - March 31, 2005		April 1, 2005 - September 30, 2005		Year Totals	
Activity	Number of Events / Activities	Number of Participants (Consumer Impressions)	Number of Events / Activities	Number of Participants (Consumer Impressions)	Total Number of Events / Activities	Total Consumer Impressions
LOCAL CONTRACTS	35		35			
Other Special Events						
# organized sports events	11	3,419	35	6,953	46	10,372
# health fairs/festivals	63	30,872	121	55,826	184	86,698
# community forums	27	3,453	12	819	39	4,272
# federal food assistance	199	39,000	236	26,310	435	65,310
# swap meets	0	0	0	0	0	0
# open houses/back to school	26	7,499	112	26,474	138	33,973
# speeches, conferences	35	30,011,655	88	3,612,160	123	33,623,815
# of other events	100	134,584	293	47,413	393	181,997
# radio remotes	2	4,000	0	0	2	4,000
Total Special Events	463	30,234,482	897	3,775,955	1,360	34,010,437
LOCAL TOTALS	539	30,240,837	1,012	3,788,093	1,551	34,028,930
Consumer Impressions may be duplicated counts						

Los Angeles Local Contractors
Reach Personal Sales for Federal Fiscal Year 05 (Page 1 of 3)

Personal sales are most like traditional nutrition education. Classes are defined as a single class and/or each lesson in a series of separate lessons or professional development sessions. Participation in one class is the sum of individuals attending a single class or one lesson in a series. In a series of classes, each class must be included in the total number of impressions. Materials distribution is also considered a "personal sales" activity. Please write the name of each item distributed and the number that was distributed.

Reporting Period	October 1, 2004 - March 31, 2005		April 1, 2005 - September 30, 2005		Year Totals	
Activity	Number of Classes / Activities	Number of Participants (Consumer Impressions)	Number of Classes / Activities	Number of Participants (Consumer Impressions)	Total Number of Classes / Activities	Total Consumer Impressions
LOCAL CONTRACTS	35		35			
Classes and Trainings						
# nut ed classes conducted	7,127	252,952	12,089	370,807	19,216	623,759
# provider training classes	386	9,935	386	11,379	772	21,314
# pa-nut class	432	48,515	495	63,090	927	111,605
# "other" classes	1,283	157,875	383	84,978	1,666	242,853
Total Classes and Trainings	9,228	469,277	13,353	530,254	22,581	999,531

Reach of Network Personal Sales Activities for Locals on the following page

Consumer Impressions may be duplicated counts

Los Angeles Local Contractors						
Reach of Personal Sales Activities Federal Fiscal Year 05 (Page 2 of 3)						
Reporting Period	October 1, 2004 - March 31, 2005		April 1, 2005 - September 30, 2005		Year Totals	
Activity	Quantity Distributed	Consumer Impressions	Quantity Distributed	Consumer Impressions	Total Quantity Distributed	Total Consumer Impressions
LOCAL CONTRACTS	35		35			
Materials Distributed						
Other Nutrition Materials, Non- Network Produced						
# Other Program curriculum previously developed	56,588	n/c	45,677	n/c	102,265	n/c
# Other Program promotional item previously developed	161,036	n/c	202,663	n/c	363,699	n/c
# Other Program flyers, newsletters previously developed	69,262	n/c	167,137	n/c	236,399	n/c
# Other Program other types of materials previously developed	111,686	n/c	97,121	n/c	208,807	n/c
Total Other Nutrition Materials, Non-Network Produced	398,572	n/c	512,598	n/c	911,170	n/c
n/c = not collected						
Reach of Network Personal Sales Activities for Locals on the following page						
Consumer Impressions may be duplicated counts						

Los Angeles Local Contractors
Reach of Network Personal Sales Activities Federal Fiscal Year 05 (Page 3 of 3)

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Los Angeles Local Contractors
Reach of Policy Change Efforts for Federal Fiscal Year 05 (Page 1 of 2)

Environmental change includes changes to the economic, social or physical environments.

Reporting Period	October 1, 2004 - March 31, 2005		April 1, 2005 - September 30, 2005		Year Totals	
Activity	Support Policy Change	Percent of Agencies	Support Policy Change	Percent of Agencies	Average Support Change	Average Percent of Agencies
LOCAL CONTRACTS	35	100%	35	100%	35	100%
ENVIRONMENT						
Advocated for increased fruits and vegetables at local stores	4	11%	9	26%	7	19%
Developed partnerships to work towards environmental change	24	69%	27	77%	26	73%
Developed, maintained school or community garden	12	34%	11	31%	12	33%
Encouraged restaurants and grocery stores to carry culturally appropriate foods	3	9%	5	14%	4	11%
Improved food choices at functions	29	83%	30	86%	30	84%
Improved food choices in cafeteria	20	57%	26	74%	23	66%
Increased daily nutrition announcements	20	57%	27	77%	24	67%
Increased lighting, paths, times to promote biking and walking	1	3%	2	6%	2	4%
Initiated/Implemented salad bar program	8	23%	10	29%	9	26%
Limited access to high fat milk products	16	46%	20	57%	18	51%
Limited access to junk food	18	51%	20	57%	19	54%
Limited access to soda	23	66%	23	66%	23	66%
Made healthy snack carts available	17	49%	14	40%	16	44%
Replaced vending machine choices with healthier foods	14	40%	15	43%	15	41%
Worked to improve transportation from markets	1	3%	2	6%	2	4%
LOCAL TOTALS						
Policy, Systems & Environment changes continue on the next page.						

Los Angeles Local Contractors
Reach of Policy Change Efforts for Federal Fiscal Year 05 (page 2 of 2)

Policies include laws, regulations and rules (both formal and informal). Examples: school board food policies banning the sale of soda and junk food on school campuses; organizational rules that provide time off during work hours for physical activity.

Reporting Period	October 1, 2004 - March 31, 2005		April 1, 2005 - September 30, 2005		Year Totals	
Activity	Support Policy Change	Percent of Agencies	Support Policy Change	Percent of Agencies	Average Support Change	Average Percent of Agencies
LOCAL CONTRACTS	35	100%	35	100%	35	100%
POLICY						
Passed city ordinances that related to physical activity or nutrition	3	9%	3	9%	3	9%
Passed regulations that decreased or eliminated soda	8	23%	10	29%	9	26%
Policy changes related to Food Security	3	9%	6	17%	5	13%
Ratified rules about serving healthier foods at events	7	20%	12	34%	10	27%
Ratified rules to promote physical activity	4	11%	7	20%	6	16%
Worked towards creating laws that banned sponsorship from competitive foods	7	20%	7	20%	7	20%
Worked towards or responded to policies about food stamps, food security to food banks	10	29%	6	17%	8	23%
Worked with groups for policy agenda	21	60%	27	77%	24	69%
Wrote or responded to legislative bills pertaining to healthy eating or physical activity	12	34%	10	29%	11	31%
Other environmental changes	7	20%	4	11%	6	16%
LOCAL TOTALS						